

CLAIMS

What is claimed is:

1. A method of identifying a source of a message received over a computer network, the method comprising:
  - 5 displaying a first message in a client computer, the first message including information educating a consumer about messages delivered by a source; and  
displaying at least a second message in the client computer, the second message including a source indicator to dissociate the source of the first message and the second message from a publisher of a document displayed along with the second  
10 message in the client computer.
  2. The method of claim 1 wherein the document includes a web page.
  3. The method of claim 1 wherein the second message is displayed over the document.
  4. The method of claim 1 wherein the second message is displayed in a  
15 window separate from the document.
  5. The method of claim 1 wherein the second message is displayed in a pop-up window.
  6. The method of claim 1 wherein the second message is displayed in a banner.
  - 20 7. The method of claim 1 wherein the second message includes a logo.

8. The method of claim 1 wherein the first message includes textual information explicitly identifying the source of the first and second messages.

9. The method of claim 1 wherein the computer network includes the Internet.

10. The method of claim 1 wherein the second message includes an  
5 advertisement.

11. A series of windows displayed in a computer, the series comprising:  
a first window including information regarding a first source;  
a web page from a second source; and  
a second window, the second window including a logo such that the  
10 second window is not associated with the second source when the second  
window is displayed along with the web page.

12. The series of claim 11 wherein the first window and the second window  
are transmitted to the computer over the Internet.

13. The series of claim 11 wherein the second window includes an  
15 advertisement.

14. The series of claim 11 wherein the second window includes a pop-up  
window.

15. The series of claim 11 wherein the second window includes a banner.

16. The series of claim 11 wherein the first window includes textual  
20 information regarding the first source.

17. A method of identifying a source of messages delivered over the Internet, the method comprising:

agreeing to a license agreement, the license agreement including a term allowing a source to deliver messages to a client computer;

5 receiving a first message from the source, the first message including textual information about message delivery by the source; and

receiving a second message from the source, the second message including a source indicator to dissociate the second message from a publisher of a web page being displayed along with the second message.

10 18. The method of claim 17 wherein the first message includes information regarding a term of the license agreement.

19. The method of claim 17 wherein the source indicator includes a logo.

20. The method of claim 17 wherein the second message includes an advertisement.

15 21. A method of activating a user interface in a computer system, the method comprising:

assigning a first activation sequence to a first user interface presented on a computer screen; and

20 assigning a second activation sequence to a second user interface that is in close proximity to the first user interface, the first activation sequence being different from the second activation sequence.

22. The method of claim 21 wherein the first activation sequence requires less clicks of a mouse button than the second activation sequence.

23. The method of claim 21 wherein the first user interface and the second user interface are side by side.

5 24. The method of claim 21 wherein the first user interface and the second user interface are icons on a first window displayed on a computer screen.

25. The method of claim 24 wherein activating the first user interface removes the first window from the computer screen.

26. The method of claim 24 wherein activating the second user interface  
10 brings up a second window containing information about a source of the first window.

27. A message delivery vehicle displayed on a computer screen, the message delivery vehicle comprising:

a first user interface that when activated removes a message from a computer screen;

15 a second user interface that when activated displays another message on the computer screen, the second user interface being displayed adjacent to the first user interface; and

wherein the first user interface and the second user interface are activated differently.

20 28. The message delivery vehicle of claim 27 wherein the first user interface and the second user interface are on a window displayed on the computer screen.

29. The message delivery vehicle of claim 27 wherein the first user interface is activated by clicking on the first user interface once with a mouse button and the second user interface is activated by clicking on the second user interface at least twice with a mouse button.

5           30. The message delivery vehicle of claim 27 wherein the first user interface and the second user interface are icons on a window displayed on the computer screen.

31. The message delivery vehicle of claim 27 wherein activating the second user interface displays a window containing a message about the source of a window displaying the second user interface and the first user interface.

10           32. A window displayed on a computer screen, the window comprising:  
              a source identifier identifying the source of the window;  
              a first icon that when activated removes the window from the computer  
screen;  
              a second icon that when activated displays another window on the  
15 computer screen, the second icon being displayed adjacent to the first icon; and  
              wherein the first icon and the second icon are activated differently.

33. The window of claim 32 wherein the first icon is activated with a single click of a mouse button and the second icon is activated with at least two clicks of a mouse button.

20           34. A window displayed on a computer screen, the window comprising:

a first icon that when activated removes the window from the computer screen; and

a second icon that provides an option to view a message regarding the source of the window.

5        35.    The window of claim 34 wherein the second icon is displayed adjacent to the first icon, and wherein the first icon and the second icon are activated differently.

36.    The window of claim 34 wherein the window contains advertising information.

37.    The window of claim 34 wherein the window further comprises a source  
10    indicator.

38.    A method of providing information regarding a source of a message, the method comprising:

receiving a message over a computer network;

15        displaying the message on a computer screen of a computer coupled to the computer network;

displaying a first icon on the computer screen; and

displaying information regarding a source of the message when at least the first icon is activated.

39.    The method of claim 38 wherein the computer network includes the  
20    Internet.

40. The method of claim 38 further comprising displaying a second icon that when activated removes the message from the computer screen.

41. The method of claim 38 wherein the message includes advertising.